



MEDIA RELEASE

OCBC BANK BREAKS NEW GROUND WITH THE LAUNCH OF TITANIUM

Titanium privileges and access enable the financially confident and image-conscious to take control

Singapore, 18 November 2004 – Oversea-Chinese Banking Corporation Limited (“OCBC Bank”) today launches the Titanium Card. The Titanium Card sports a sleek design breakthrough that is the first of its kind in the world with its’ distinguishable streamlined curves. Developed in collaboration with MasterCard International, the new Titanium Card also comes with a host of unique benefits and services to complement the lifestyle of the financially confident who are trendy and hip.

Mr Andy Chan, OCBC Bank’s Group Head of Unsecured Lending and Credit Cards said: “We recognise that there is a growing group of consumers who are upwardly mobile, financially confident and optimistic about their future. They want to be in control and have access to information that enables them to enjoy life on their own terms. They want to own a card that exemplifies their lifestyle, using it as a means to take control and get ahead in life. Our Titanium Card is specially designed to offer them just that.”

He added: ‘Everything about the Titanium Card is designed to address the lifestyle and attitudes of this group of customers. Our card privileges and merchant offers are carefully selected to appeal to their individualism while fulfilling their affluent needs. All our participating merchants are well sought after by these individuals.’

"As cardholders become more sophisticated, they demand cards that reflect their lifestyles and aspirations. It is therefore necessary to create innovative and tailored products to both meet their needs and exceed their expectations. Titanium creatively distinguishes itself by not only having a host of unique benefits and services to complement the lifestyle of the young professionals and executives, but also through its sleek and stylish design. MasterCard is delighted to be once again launching an innovative card program that allows cardholders to experience a sense of uniqueness and pride when they carry their Titanium Card," said T.V. Seshadri, vice president and country manager, Singapore, MasterCard International.

Titanium card members will enjoy privileged access, from the ultimate in regional golf and spa memberships privileges to exclusive access to high fashion and lifestyle experiences.

Titanium Privileges include being the first to preview and own the latest collections from leading fashion brand names from Club 21 with special discounts during Titanium Days. Titanium members can also purchase limited edition Titanium watches from The Hour Glass

and be invited to closed door horology events to learn more about the fine art of watch making and they will also have the option to acquire timepieces on display at exclusive prices.

They will enjoy priority entry to Zouk, Phuture and Velvet Underground with special 1-for-1 promotions for every drink purchase at Velvet Underground. Members can also indulge in the finer things in life at some of the most luxurious golf and spa clubs at special membership rates. These include top names like The Legends Golf & Country Resort, Le Meridien Nirwana Golf & Spa Resort - Bali, Araluen Golf Resort, Palm Resort Golf & Country Club and Mulberry Spa Thailand.

Titanium also means looking good and feeling even better. Members will have access to a selection of hand-picked Singapore medical professionals in lifestyle surgery who offer total aesthetic services; ranging from cosmetic dentistry and dermatology to eye care and plastic surgery. Over and above lifestyle benefits, cardmembers can also attend OCBC Bank's Titanium Wealth Management workshops that help provide insights on how to maximise their wealth potential. They will also enjoy special rates on selected investment products tailored to suit their individual lifestyles.

Over and above Titanium Privileges, Titanium members will also enjoy the existing benefits available to all OCBC Credit Cardmembers, such as the OCBC Rewards and OCBC Privileges Programmes and 0% Instalment Payment Plan.

Special Introductory Privileges

Individuals who apply for Titanium before 28 February 2005 will automatically earn 50 chances in the Titanium Draw to win a one-of-a-kind customised Titanium coloured Mercedes-Benz SLK200 Kompressor.

Exclusively reserved for the first 3,000 Titanium Members is a 1 year membership at The Legends Fort Canning Park. With a low monthly subscription of only \$150 per month, members will enjoy access to the privileged world of one of Singapore's top town clubs, in addition to unlimited free golfing at The Legends Golf & Country Resort in Johor, Malaysia as well as reciprocal privileges in over 40 affiliated clubs worldwide.

As part of the launch promotion, Titanium membership could even be free for a lifetime. Customers who join before 28 February 2005 will enjoy a waiver of membership fees as long as they spend S\$5,000 annually with their Titanium card. Besides fee waiver, cardmembers will also enjoy a special 12% introductory interest rate for the first 6 months for rollover balances.

About OCBC Bank

OCBC Bank is a Singapore-based financial services group with assets of S\$118 billion and operations in 14 countries and territories including Singapore, Malaysia, Indonesia, China, Hong Kong SAR, Japan, Australia, UK and USA, and has more than 110 branches and representative offices around the world. It offers a range of specialist financial services including consumer, corporate, investment, private and transaction banking, global treasury, asset management and stockbroking services to its customers. OCBC Bank's subsidiary, Great Eastern Holdings, is the largest insurance group in both Singapore and Malaysia in terms of assets and market share. Additional information may be found at www.ocbc.com.

For more information, please contact:

Isabella Chia
Vice President
Group Corporate Communications
OCBC Bank

Tel : (65) 6530 6086
Fax : (65) 6535 7477
Duty Handphone: 9620 2336

Kevin Lee
Assistant Vice President
Group Corporate Communications
OCBC Bank

Tel : (65) 6530 5875
Fax : (65) 6535 7477
Duty Handphone: 9620 2336